1 2 3 4 5 6 7 8 9 110 111 112 113 114	Eric A. LaGuardia (SBN 272791) LAGUARDIA LAW 3245 University Ave, #1 San Diego, CA 92104 Tel. (619) 655-4322 Fax. (619) 655-4344 eal@laguardialaw.com Attorneys for Plaintiff, Justin O. Walker UNITED STATES I SOUTHERN DISTRIC	CT OF CALIF	ORNIA '14CV1453 GPC KSC					
14	vs.	DEMAND FOR JURY TRIAL						
15 16 17 18 19	ABC FINANCIAL SERVICES INC., FIRST CREDIT SERVICES, INC., and DOES 1-10, Defendants.							
20	INTRODUCTION							
222 223 224 225 226 227 228	 This is an action for damages brought by an individual consumer against Defendants for violations of the Fair Debt Collection Practices Act, 15 U.S.C. § 1692, et seq. ("FDCPA"); and the California Rosenthal Act, Civil Code § 1788 et seq. ("Rosenthal Act"), both of which prohibit debt collectors from engaging in abusive, deceptive, and unfair practices; among others. 							

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- 2. Mr. Walker, ("Plaintiff"), through Plaintiff's attorneys, brings the instant lawsuit to challenge the actions of ABC FINANCIAL INC. and FIRST CREDIT SERVICES, INC., ("Defendants"), with regard to attempts by Defendants to unlawfully and abusively collect a debt allegedly owed by Plaintiff for a gym membership, thereby causing Plaintiff damages.
- 3. Defendants' violations were knowing, willful, and intentional. Defendants did not maintain procedures reasonably adapted to avoid any such violations.
- 4. Plaintiff makes these allegations on information and belief and on Plaintiff's personal knowledge.

JURISDICTION AND VENUE

- 5. This Court maintains subject matter jurisdiction arising under 15 U.S.C. §1692k(d) and 28 U.S.C. §§ 1331, 1337. Supplemental jurisdiction exists for the state law claims pursuant to 28 U.S.C. § 1367.
- 6. Personal jurisdiction is established because Defendants regularly conduct business within the State of California.
- 7. Venue is proper pursuant to 28 U.S.C. § 1391.

PARTIES

- 8. Plaintiff, JUSTIN WALKER, ("Plaintiff"), is a natural person residing in the City of San Diego, County of San Diego, and State of California.
- 9. Defendant ABC FINANCIAL SERVICES, INC., ("ABC"), is an Arkansas corporation with its principal place of business at 8320 Arkansas 107, Sherwood, Arkansas 72120.
- 10. Defendant FIRST CREDIT SERVICES, INC., ("FCS"), is a New Jersey corporation with its principal place of business at 371 Hoes Lane, Suite 300B, Piscataway, New Jersey 08854.
- 11. Plaintiff is obligated or allegedly obligated to pay a debt, and is a "consumer" as that term is defined by 15 U.S.C. § 1692a(3).

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- 12. Defendants are persons who use an instrumentality of interstate commerce or the mails in a business the principal purpose of which is the collection of debts, or who regularly collects or attempts to collect, directly or indirectly, debts owed or due or asserted to be owed or due another and are therefore debt collectors as that phrase is defined by 15 U.S.C. § 1692a(6).
- 13. Plaintiff is a natural person from whom a debt collector sought to collect a consumer debt which was due and owing or alleged to be due and owing from Plaintiff, and is a "debtor" as that term is defined by California Civil Code § 1788.2(h).
- 14. Defendants, in the ordinary course of business, regularly, on behalf of themselves, or others, engage in debt collection as that term is defined by California Civil Code § 1788.2(b), and are therefore debt collectors as that term is defined by California Civil Code § 1788.2(c).
- 15. This case involves money, property or their equivalent, due or owing or alleged to be due or owing from a natural person by reason of a consumer credit transaction. As such, this action arises out of a consumer debt and "consumer credit" as those terms are defined by Cal. Civ. Code § 1788.2(f).

FACTUAL ALLEGATIONS

- 16. At all times relevant, Defendants conducted business within the State of California.
- 17. Sometime before October 1, 2013, Plaintiff is alleged to have incurred certain financial obligations related to a gym membership.
- 18. These financial obligations were primarily for personal, family or household purposes and are therefore a "debt" as that term is defined by 15 U.S.C. §1692a(5).
- 19. Sometime thereafter, but before October 1, 2013, Plaintiff allegedly fell behind in the payments allegedly owed on the alleged debt.

- 20. Subsequently, but before October 1, 2013, the alleged debt was assigned, placed, or otherwise transferred, to Defendants for collection.
- 21. On or about October 9, 2013, Defendant ABC mailed a dunning letter to Plaintiff. A few days later, Plaintiff received that letter.
- 22. This communication to Plaintiff was a "communication" as that term is defined by 15 U.S.C. § 1692a(2), and an "initial communication" consistent with 15 U.S.C. § 1692g(a).
- 23. This communication was a "debt collection" as Cal. Civ. Code 1788.2(b) defines that phrase, and an "initial communication" consistent with Cal. Civ. Code § 1812.700(b).
- 24. ABC's October 9, 2013 letter stated a "cancellation fee" of fifty dollars when no such fee was provided for by contract or law.
- 25. Through this conduct, Defendant used a false, deceptive, or misleading representation or means in connection with the collection of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e and 15 U.S.C. §1692e(10).
- 26. Through this conduct, Defendant made a false representation concerning the character, amount, or legal status of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e(2)(A).
- 27. Through this conduct, Defendant made a false representation of a service rendered or compensation which may be lawfully received concerning the collection of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e(2)(B).
- 28. Through this conduct, Defendant was attempting to collect an amount (including any interest, fee, charge, or expense incidental to the principal obligation) when such amount was not expressly authorized by the agreement creating the debt or permitted by law. Consequently, Defendant violated 15 U.S.C. § 1692f(1).

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- 29. Because this violated certain portions of the federal Fair Debt Collection Practices Act as these portions are incorporated by reference in the Rosenthal Fair Debt Collection Practices Act, through California Civil Code § 1788.17, this conduct or omission violated Cal. Civ. Code § 1788.17.
- 30. In response to ABC's October 9, 2013 letter, on October 11, 2013, Plaintiff sent a letter to ABC stating that Plaintiff disputes the validity of the debt and will not pay it. Plaintiff received confirmation that this letter was received by ABC on October 18, 2013.
- 31. Despite Plaintiff's written notification to ABC that Plaintiff disputes the alleged debt and refused to pay it, ABC continued its collection attempts by contacting Plaintiff via telephone on October 15, 25, and 29, of 2013; and November 4, 18, and 27 of 2013.
- 32. After ABC was notified in writing that Plaintiff refused to pay the alleged debt or wished ABC to cease further communication with the consumer, ABC continued its communications with respect to such debt, for a purpose other than enumerated in 15 U.S.C. § 1692c(c). Consequently, through this conduct, ABC violated 15 U.S.C. § 1692c(c).
- 33. Because this violated certain portions of the federal Fair Debt Collection Practices Act as these portions are incorporated by reference in the Rosenthal Fair Debt Collection Practices Act, through California Civil Code § 1788.17, this conduct or omission violated Cal. Civ. Code § 1788.17.
- 34. On or about December 12, 2013, Defendant FCS mailed a dunning letter to Plaintiff. A few days later, Plaintiff received that letter.
- 35. This communication to Plaintiff was a "communication" as that term is defined by 15 U.S.C. § 1692a(2), and an "initial communication" consistent with 15 U.S.C. § 1692g(a).

- 36. This communication was a "debt collection" as Cal. Civ. Code 1788.2(b) defines that phrase, and an "initial communication" consistent with Cal. Civ. Code § 1812.700(b).
- 37. Defendant FCS' December 12, 2013 letter stated that Plaintiff owed a total balance of \$490.00 for his alleged debt related to his gym membership.
- 38. Through this conduct, Defendant used a false, deceptive, or misleading representation or means in connection with the collection of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e and 15 U.S.C. §1692e(10).
- 39. Through this conduct, Defendant made a false representation concerning the character, amount, or legal status of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e(2)(A).
- 40. Through this conduct, Defendant made a false representation of a service rendered or compensation which may be lawfully received concerning the collection of a debt. Consequently, Defendant violated 15 U.S.C. § 1692e(2)(B).
- 41. Through this conduct, Defendant was attempting to collect an amount (including any interest, fee, charge, or expense incidental to the principal obligation) when such amount was not expressly authorized by the agreement creating the debt or permitted by law. Consequently, Defendant violated 15 U.S.C. § 1692f(1).
- 42. Because this violated certain portions of the federal Fair Debt Collection Practices Act as these portions are incorporated by reference in the Rosenthal Fair Debt Collection Practices Act, through California Civil Code § 1788.17, this conduct or omission violated Cal. Civ. Code § 1788.17.
- 43. On or about December of 2013, Plaintiff spoke with Defendant FCS on the telephone. During this call, Plaintiff stated to FCS that Plaintiff disputes the alleged debt, explained that documentation has already been provided that

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- establishes that the debt is invalid, and that he refused to pay it. Despite this, FCS threatened to report the alleged debt on Plaintiff's credit. Plaintiff told FCS not to report it since the debt is invalid, as Plaintiff's documents establish. Despite being informed of this, FCS then reported the debt on Plaintiff's credit report.
- 44. Through this conduct, Defendant communicated or threatened to communicate to a person credit information which was known or which should have been known to be false. Consequently, Defendant violated 15 U.S.C. § 1692e(8).
- 45. Because this violated certain portions of the federal Fair Debt Collection Practices Act as these portions are incorporated by reference in the Rosenthal Fair Debt Collection Practices Act, through California Civil Code § 1788.17, this conduct or omission violated Cal. Civ. Code § 1788.17.
- 46. Despite Plaintiff's notification to FCS that Plaintiff disputes the alleged debt and refused to pay it, FCS continued collection attempts and contacted Plaintiff via telephone on January 24, 2014.
- 47. After FCS was notified that Plaintiff refused to pay the alleged debt, FCS continued its communications with respect to such debt, for a purpose other than enumerated in 15 U.S.C. § 1692c(c). Consequently, through this conduct, FCS violated 15 U.S.C. § 1692c(c).
- 48. Because this violated certain portions of the federal Fair Debt Collection Practices Act as these portions are incorporated by reference in the Rosenthal Fair Debt Collection Practices Act, through California Civil Code § 1788.17, this conduct or omission violated Cal. Civ. Code § 1788.17.

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CLAIMS FOR RELIEF

COUNT I

FAIR DEBT COLLECTION PRACTICES ACT (FDCPA)

15 U.S.C. §§ 1692 ET SEQ.

- 49. Plaintiff repeats, re-alleges, and incorporates by reference, all other paragraphs.
- 50. The foregoing acts and omissions constitute numerous and multiple violations of the FDCPA, including but not limited to each and every one of the above cited provisions of the FDCPA, 15 U.S.C. § 1692 et seq.
- 51. As a result of each and every violation of the FDCPA, Plaintiff is entitled to any actual damages pursuant to 15 U.S.C. § 1692k(a)(1); statutory damages from each Defendant in an amount up to \$1,000.00 pursuant to 15 U.S.C. § 1692k(a)(2)(A); and, reasonable attorney's fees and costs pursuant to 15 U.S.C. § 1692k(a)(3) from Defendants.

COUNT II

ROSENTHAL FAIR DEBT COLLECTIONS PRACTICES ACT (ROSENTHAL ACT)

CAL. CIV. CODE §§ 1788-1788.32

- 52. Plaintiff repeats, re-alleges, and incorporates by reference, all other Paragraphs.
- 53. The foregoing acts and omissions constitute numerous and multiple violations of the Rosenthal Act, including but not limited to each and every one of the above-cited provisions of the Rosenthal Act, Cal. Civ. Code §§ 1788-1788.32.
- 54. As a result of each and every violation of the Rosenthal Act, Plaintiff is entitled to any actual damages pursuant to Cal. Civ. Code § 1788.30(a); statutory damages for a knowing or willful violation in the amount up to \$1,000.00 from each Defendant pursuant to Cal. Civ. Code § 1788.30(b); and reasonable attorney's fees and costs pursuant to Cal. Civ. Code § 1788.30(c) from Defendants.

PRAYER FOR RELIEF 1 55. WHEREFORE, Plaintiff prays that judgment be entered against Defendants, 2 and Plaintiff be awarded damages from Defendants, as follows: 3 • An award of actual damages pursuant to 15 U.S.C. § 1692k(a)(1); 4 • An award of statutory damages of \$1,000.00 pursuant to 15 U.S.C. § 5 1692k(a)(2)(A) from each Defendant; 6 • An award of costs of litigation and reasonable attorney's fees, pursuant to 15 7 U.S.C. § 1692k(a)(3); 8 • An award of actual damages pursuant to Cal. Civ. Code § 1788.30(a); 9 • An award of statutory damages of \$1,000.00 pursuant to Cal. Civ. Code § 10 1788.30(b) from each Defendant; 11 • An award of costs of litigation and reasonable attorney's fees, pursuant to Cal. 12 Civ. Code § 1788.30(c). 13 • Any other relief that the court deems proper. 14 56. Pursuant to the seventh amendment to the Constitution of the United States of 15 America, Plaintiff is entitled to, and demands, a trial by jury. 16 17 Respectfully submitted, 18 19 Dated: June 16, 2014 LAGUARDIA LAW 20 21 By: s/Eric A. LaGuardia 22 ERIC A. LAGUARDIA 23 Attorneys for Plaintiff, Justin O. Walker 24 25 26 27 28

 $\underset{JS\;44\ (Rev.\;12/12)}{\text{Case 3:14-cv-01453-GPC-KSC}} \underset{CIVIL\;COVER\;SHEET}{\text{Cloument 1}} \quad \underset{Page\;ID.10}{\text{Filed 06/16/14}} \quad \text{PageID.10} \quad \text{Page 10 of 11}$

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

purpose of initiating the civil de				y i, is required for the use of	and Clork of Court for the		
I. (a) PLAINTIFFS			DEFENDANTS				
Justin O. Walker			ABC Financial Services Inc. and First Credit Services Inc.				
(b) County of Residence of	_	an Diego, CA	County of Residence	County of Residence of First Listed Defendant			
(E.	XCEPT IN U.S. PLAINTIFF CA	SES)	(IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.				
(c) Attorneys (Firm Name, L Eric LaGuardia, 3245 Un San Diego, CA 92104 Tel: 619-655-4322		r)	Attorneys (If Known)	Attorneys (If Known) 14 CV1453 GPC KSC			
II. BASIS OF JURISDI	ICTION (Place an "X" in O	ne Box Only)		RINCIPAL PARTIES	(Place an "X" in One Box for Plaintif		
□ 1 U.S. Government		Not a Party)			PTF DEF incipal Place		
☐ 2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citizensh.)	ip of Parties in Item III)	Citizen of Another State	2			
			Citizen or Subject of a Foreign Country	,			
IV. NATURE OF SUIT		ely) PRTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES		
□ 110 Insurance □ 120 Marine □ 130 Miller Act □ 140 Negotiable Instrument □ 150 Recovery of Overpayment & Enforcement of Judgment □ 151 Medicare Act □ 152 Recovery of Defaulted Student Loans (Excludes Veterans) □ 153 Recovery of Overpayment of Veteran's Benefits □ 160 Stockholders' Suits □ 190 Other Contract □ 195 Contract Product Liability □ 196 Franchise REAL PROPERTY □ 210 Land Condemnation □ 220 Foreclosure □ 230 Rent Lease & Ejectment □ 240 Torts to Land □ 245 Tort Product Liability □ 290 All Other Real Property	PERSONAL INJURY □ 310 Airplane □ 315 Airplane Product Liability □ 320 Assault, Libel &	PERSONAL INJURY 365 Personal Injury - Product Liability 367 Health Care/ Pharmaceutical Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage Product Liability PRISONER PETITIONS Habeas Corpus: 463 Alien Detainee 510 Motions to Vacate Sentence 530 General 535 Death Penalty Other: 540 Mandamus & Other 550 Civil Rights 555 Prison Condition 560 Civil Detainee - Conditions of Confinement	☐ 625 Drug Related Seizure of Property 21 USC 881 ☐ 690 Other LABOR	□ 422 Appeal 28 USC 158 □ 423 Withdrawal 28 USC 157 PROPERTY RIGHTS □ 820 Copyrights □ 830 Patent □ 840 Trademark SOCIAL SECURITY □ 861 HIA (1395ff) □ 862 Black Lung (923) □ 863 DIWC/DIWW (405(g)) □ 864 SSID Title XVI □ 865 RSI (405(g)) FEDERAL TAX SUITS □ 870 Taxes (U.S. Plaintiff or Defendant) □ 871 IRS—Third Party 26 USC 7609	□ 375 False Claims Act □ 400 State Reapportionment □ 410 Antitrust □ 430 Banks and Banking □ 450 Commerce □ 460 Deportation □ 470 Racketeer Influenced and Corrupt Organizations □ 480 Consumer Credit □ 490 Cable/Sat TV □ 850 Securities/Commodities/ Exchange ■ 890 Other Statutory Actions □ 891 Agricultural Acts □ 893 Environmental Matters □ 895 Freedom of Information Act □ 896 Arbitration □ 899 Administrative Procedure Act/Review or Appeal of Agency Decision □ 950 Constitutionality of State Statutes		
V. ORIGIN (Place an "X" i. 1 Original 2 Re Sta	moved from 3 the Court Cite the U.S. Civil Sta 15 U.S.C. §§ 169	Appellate Court tute under which you are fi 2 et seq.	Reinstated or	r District Litigation			
VI. CAUSE OF ACTION	Brief description of ca	iuse: violation of federal an	nd state statutes				
VII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.			DEMAND \$	EMAND \$ CHECK YES only if demanded in complaint: JURY DEMAND: ★ Yes □ No			
VIII. RELATED CASI IF ANY	E(S) (See instructions):	JUDGE		DOCKET NUMBER			
DATE 06/16/2014	o6/16/2014 s/Eric LaGuardia						
FOR OFFICE USE ONLY RECEIPT # AN	MOUNT	APPLYING IFP	JUDGE_	MAG. JUI	DGE		

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- **I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- **II. Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.

 United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here.

United States defendant. (1) Jurisdiction based on 28 U.S.C. 1343 and 1348. Suits by agencies and officers of the United States are included new United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.

Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.

- Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- **III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- **IV. Nature of Suit.** Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerk(s) in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
- **V. Origin.** Place an "X" in one of the six boxes.
 - Original Proceedings. (1) Cases which originate in the United States district courts.

Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.

Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date. Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407. When this box is checked, do not check (5) above.

- VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional** statutes unless diversity. Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service
- VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.

 Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.

 Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- **VIII. Related Cases.** This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.